## LEO BURNETT U.S.A.

Ad No. 373.— (E1, VAN(SHO) — Req. No. 51483.—  $\mathbb{F}_2$  page.— (3 $\mathbb{F}_2$  x 10 in.) — 4/c — McCall's, 1977. Proved in U.S.A.



## Enjoy smoking longer without smoking more.

Rich, full-flavored Saratoga 120's give you extra smoking time and extra smoking pleasure. And they cost no



## Saratoga 120's

O Photop Morris Inc. 1977
16 mg 18C 1.0 mg, octation on per crystetie. FTC Report Dec 1

Werning: The Surgeon General Has Getermined That Ciparette Smoking Is Dangerous to Your Health.

